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1 Involving remote users in continuous design of web content

 William C. Hill, Loren G. Terveen

August 1997 **Proceedings of the conference on Designing interactive systems: processes, practices, methods, and techniques**

Publisher: ACM Press

Full text available:  [pdf\(915.47 KB\)](#) Additional Information: [full citation](#), [references](#), [index terms](#)



Keywords: Usenet, World Wide Web, collaborative filtering, computer-supported cooperative work, end user modification, human interface, human-computer interaction, organizational computing, participatory design, remote evaluation, resource discovery, social filtering

2 What makes Web sites credible?: a report on a large quantitative study

 B. J. Fogg, Jonathan Marshall, Othman Laraki, Alex Osipovich, Chris Varma, Nicholas Fang, Jyoti Paul, Akshay Rangnekar, John Shon, Preeti Swani, Marissa Treinen
March 2001 **Proceedings of the SIGCHI conference on Human factors in computing systems**

Publisher: ACM Press

Full text available:  [pdf\(360.74 KB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#), [citations](#), [index terms](#)



The credibility of web sites is becoming an increasingly important area to understand. To expand knowledge in this domain, we conducted an online study that investigated how different elements of Web sites affect people's perception of credibility. Over 1400 people participated in this study, both from the U.S. and Europe, evaluating 51 different Web site elements. The data showed which elements boost and which elements hurt perceptions of Web credibility. Through analysis we found these el ...



Publisher: ACM Press

Full text available: [pdf\(1.97 MB\)](#) Additional Information: [full citation](#), [citations](#), [index terms](#)
 [html\(90.62 KB\)](#)

4 Assessing information technology personnel: toward a behavioral rating scale

Michael A. Chilton, Bill C. Hardgrave

August 2004 **ACM SIGMIS Database**, Volume 35 Issue 3

Publisher: ACM Press

Full text available: [pdf\(221.47 KB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

Performance ratings are used as a means to measure and record performance of individuals on any particular job. Results can then be used for promotion, increases in pay and other incentives. They, therefore, can have a large impact on a person's career and are viewed by both employers and employees as extremely important. Performance ratings vary widely and typically include a variety of measures - some of which the employee can control, and others over which the employee has no direct control. ...

Keywords: IT personnel, assessment, behavior; productivity, behaviorally-based rating scale, performance measures, performance ratings

5 Content management: Dynamic program insertion in high quality video over IP

Taehyun Kim, Jack Brassil

June 2003 **Proceedings of the 13th international workshop on Network and operating systems support for digital audio and video**

Publisher: ACM Press

Full text available: [pdf\(269.10 KB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

We introduce an overlay network architecture and signaling mechanism that permit program insertions in live, high quality video streams transmitted over IP networks. We describe the implementation of an application proxy that dynamically inserts pre-recorded video programs into NTSC D1 quality Motion-JPEG streams with no visible artifacts. As increases in computing power further enable the modification of video during transport, new services such as personalized commercial advertisement insertio ...

Keywords: content delivery networks (CDNs), digital television (DTV), multimedia signaling, program and system information protocol (PSIP), program cues, real-time transport protocol (RTP), video streaming

6 Evolution of web site design patterns

Melody Y. Ivory, Rodrick Megraw

October 2005 **ACM Transactions on Information Systems (TOIS)**, Volume 23 Issue 4

Publisher: ACM Press

Full text available: [pdf\(7.07 MB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

The Web enables broad dissemination of information and services; however, the ways in which sites are designed can either facilitate or impede users' benefit from these resources. We present a longitudinal study of web site design from 2000 to 2003. We analyze over 150 quantitative measures of interface aspects (e.g., amount of text on pages, numbers and types of links, consistency, accessibility, etc.) for 22,000 pages and over 1,500 sites that received ratings from Internet professionals. We e ...

Keywords: World Wide Web, accessibility, automated usability evaluation, design

guidelines, empirical studies, usability, web site design

7 Trust, recommendations, evidence, and other collaborative know-how (TRECK): A

 fuzzy model for reasoning about reputation in web services

Wanita Sherchan, Seng W. Loke, Shonali Krishnaswamy

April 2006 **Proceedings of the 2006 ACM symposium on Applied computing SAC '06**

Publisher: ACM Press

Full text available:  [pdf\(185.79 KB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

Reputation systems are typically based on ratings given by the users. When there are no mechanisms in place to detect collusion and deception, combining user testimonies as such to form a provider's reputation may not give an accurate assessment, especially if the context of the ratings is not known. Moreover, such systems are vulnerable to manipulations by malicious users. Hence it becomes essential to establish the validity of the ratings prior to using them in formulating reputation based on ...

Keywords: rationale inference, reputation, web services

8 PocketLens: Toward a personal recommender system

 Bradley N. Miller, Joseph A. Konstan, John Riedl

July 2004 **ACM Transactions on Information Systems (TOIS)**, Volume 22 Issue 3

Publisher: ACM Press

Full text available:  [pdf\(1.10 MB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

Recommender systems using collaborative filtering are a popular technique for reducing information overload and finding products to purchase. One limitation of current recommenders is that they are not portable. They can only run on large computers connected to the Internet. A second limitation is that they require the user to trust the owner of the recommender with personal preference data. Personal recommenders hold the promise of delivering high quality recommendations on palmtop computers, e ...

Keywords: Collaborative Filtering, Peer-to-Peer Networking, Privacy, Recommender Systems

9 Social information filtering: algorithms for automating "word of mouth"

 Upendra Shardanand, Pattie Maes

May 1995 **Proceedings of the SIGCHI conference on Human factors in computing systems**

Publisher: ACM Press/Addison-Wesley Publishing Co.

Full text available:  [html\(37.48 KB\)](#) Additional Information: [full citation](#), [references](#), [citations](#), [index terms](#)

10 Brief announcements: HYRIWYG: leveraging personalization to elicit honest

 recommendations

Ana Cristina Bicharra Garcia, Martin Ekstrom, Hans Björnsson

May 2004 **Proceedings of the 5th ACM conference on Electronic commerce**

Publisher: ACM Press

Full text available:  [pdf\(119.37 KB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

This paper presents HYRIWYG (How You Rate Influences What You Get), a reputation system applicable to Internet Recommendation Systems (RS). The novelty lies in the incentive mechanism that encourages evaluators to volunteer their true opinion. Honesty

is encouraged because rewards are indexed by the quality of the RS's suggestions.

Keywords: incentives, personalization, recommender systems, reputation, trust

11 B. W. Boehm software engineering economics: a review essay

◆ A. Bryant, J. A. Kirkham
July 1983 **ACM SIGSOFT Software Engineering Notes**, Volume 8 Issue 3

Publisher: ACM Press

Full text available: [pdf\(1.19 MB\)](#) Additional Information: [full citation](#)



12 Trust, recommendations, evidence, and other collaborative know-how (TRECK):

◆ STRUDEL: supporting trust in the dynamic establishment of peering coalitions

Daniele Quercia, Manish Lad, Stephen Hailes, Licia Capra, Saleem Bhatti
April 2006 **Proceedings of the 2006 ACM symposium on Applied computing SAC '06**

Publisher: ACM Press

Full text available: [pdf\(175.72 KB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)



The Coalition Peering Domain (CPD) is a recent innovation within the field of mesh networking. It facilitates the management of community-area networks in a distributed and scalable form, allowing devices to pool their network resources (particularly egress links) to the common good. However, as in P2P systems, this form of cooperative sharing architecture raises significant concerns about the effect of free-riders: nodes that utilise the bandwidth of others without providing an adequate return ...

Keywords: distributed reputation systems, distributed trust models, mesh networks

13 Innovation, management & strategy: Psychologically targeted persuasive advertising

◆ and product information in e-commerce

Timo Saari, Niklas Ravaja, Jari Laarni, Marko Turpeinen, Kari Kallinen
March 2004 **Proceedings of the 6th international conference on Electronic commerce ICEC '04**

Publisher: ACM Press

Full text available: [pdf\(336.91 KB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)



In this paper, we describe a framework for a personalization system to systematically induce desired emotion and attention related states and promote information processing in viewers of online advertising and e-commerce product information. Psychological Customization entails personalization of the way of presenting information (user interface, visual layouts, modalities, structures) per user to create desired transient psychological effects and states, such as emotion, attention, involvement, ...

Keywords: advertising, e-commerce, personalization emotion, persuasion

14 E-marketing & e-businesses: Making personalized recommendations to customers in

◆ a service-oriented economy: a quantitative model based on reputation and risk attitude

Dickson K. W. Chiu, Ho-fung Leung, Ka-man Lam

August 2005 **Proceedings of the 7th international conference on Electronic commerce ICEC '05**

Publisher: ACM Press

Full text available: Additional Information:



[!\[\]\(2e897e890e69d81eae4503a8342c36b0_img.jpg\) pdf\(406.15 KB\)](#)[full citation](#), [abstract](#), [references](#), [index terms](#)

In the current service-oriented economy, professional workforce and service personnel have to make not only reasonable but also personalized recommendations in response to individual customer's query. This affects not only the likelihood that the customer takes the recommendations as a short-term benefit but also the service providers' reputation in a long run. However, as different customers have different risk attitudes, they have different trade-off between the service providers' reputation a ...

Keywords: impression, persuasiveness, reputation, risk attitude, trustworthiness

15 Digital libraries in the classroom: Understanding educator perceptions of "quality" in digital libraries 

Tamara Sumner, Michael Khoo, Mimi Recker, Mary Marlino

May 2003 **Proceedings of the 3rd ACM/IEEE-CS joint conference on Digital libraries**

Publisher: IEEE Computer Society

Full text available: [!\[\]\(6bb0e4f14c4133b37d2887cb37e67ddd_img.jpg\) pdf\(388.46 KB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

The purpose of the study was to identify educators' expectations and requirements for the design of educational digital collections for classroom use. A series of five focus groups was conducted with practicing teachers, pre-service teachers, and science librarians, drawn from different educational contexts (i.e., K-5, 6--12, College). Participants' expect that the added value of educational digital collections is the provision of: (1) 'high quality' teaching and learning resources, and (2) addi ...

16 Using frequency-of-mention in public conversations for social filtering 

 Will Hill, Loren Terveen

November 1996 **Proceedings of the 1996 ACM conference on Computer supported cooperative work**

Publisher: ACM Press

Full text available: [!\[\]\(7bc43b319a082987e20f7bf78f4bab80_img.jpg\) pdf\(818.10 KB\)](#) Additional Information: [full citation](#), [references](#), [citations](#), [index terms](#)

Keywords: Usenet, World Wide Web, browsing, collaborative filtering, computer-supported cooperative work, human interface, human-computer interaction, netnews, organizational computing, resource discovery, social filtering

17 Order processing and inventory control software related to computer user satisfaction: an interactive online evaluation system 

 Avi Rushinek, Sara Rushinek

May 1985 **Proceedings of the 1985 ACM SIGSMALL symposium on Small systems**

Publisher: ACM Press

Full text available: [!\[\]\(2088942ccfedc84a0a076c3fee3541aa_img.jpg\) pdf\(869.95 KB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#)

The selection of an order processing and inventory control (OPICS) system is a complicated process. The overall satisfaction derived from a system depends on many variables. This study analyzes the influence of OPICS predictor variables on overall satisfaction as determined by multiple regression. This study confirms the theories that suggest that OPICS ease of operation, reliability of computer, and ease of programming are the major determinants of overall computer user satisfaction. ...

18 Preference-based decision making for cooperative knowledge-based systems 

Stephen T. C. Wong

October 1994 **ACM Transactions on Information Systems (TOIS)**, Volume 12 Issue 4

Publisher: ACM Press

Full text available:  [pdf\(1.95 MB\)](#)

Additional Information: [full citation](#), [abstract](#), [references](#), [citations](#), [index terms](#), [review](#)

Recent advances in cooperative knowledge-based systems (CKBS) offer significant promise for intelligent interaction between multiple AI systems for solving larger, more complex problems. In this paper, we propose a logical, qualitative problem-solving scheme for CKBS that uses social choice theory as a formal basis for making joint decisions and promoting conflict resolution. This scheme consists of three steps: (1) the selection of decision criteria and competing alternatives, (2) the form ...

Keywords: cooperative knowledge-based systems, cooperative problem solving, decision making, social choice theory

19 Trust in new decision aid systems

 Hasmik Atoyan, Jean-Rémi Duquet, Jean-Marc Robert

April 2006 **Proceedings of the 18th international conference on Association Francophone d'Interaction Homme-Machine IHM '06**

Publisher: ACM Press

Full text available:  [pdf\(306.81 KB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

One of the main challenges to face concerning the safe utilization of new technologies in complex systems concerns the level of trust the operators have in the system. Danger exists when the operators have a low level of trust in it, as well as it also exists when they overtrust the system. This paper presents an extensive review of theoretical, empirical, and experimental studies on trust in systems. Its goal is to help system designers by proposing a set of design rules and guidelines on how t ...

Keywords: decision aid systems, guidelines, human-computer interface, reliability, trust

20 The dynamics of viral marketing

 Jure Leskovec, Lada A. Adamic, Bernardo A. Huberman

June 2006 **Proceedings of the 7th ACM conference on Electronic commerce EC '06**

Publisher: ACM Press

Full text available:  [pdf\(680.66 KB\)](#) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

We present an analysis of a person-to-person recommendation network, consisting of 4 million people who made 16 million recommendations on half a million products. We observe the propagation of recommendations and the cascade sizes, which we explain by a simple stochastic model. We then establish how the recommendation network grows over time and how effective it is from the viewpoint of the sender and receiver of the recommendations. While on average recommendations are not very effective at in ...

Keywords: E-commerce, recommender systems, viral marketing

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